



*Nuria Oliver, PhD
Scientific Director
Telefonica R&D, Barcelona, Spain
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To Whom It May Concern:

I would like to express my full support and interest in the FuturICT flagship initiative, which is coordinated by Professor Dirk Hebling of ETH Zurich, Switzerland.

I am Scientific Director at Telefonica R&D (Barcelona) where I am responsible for the user modeling (including recommender systems, social network analysis and urban computing), human-computer interaction (including mobile) and multimedia analysis research areas. The research branch at Telefonica R&D was created in 2006 and focuses on mid to long-term research projects related to several technological areas of interest to the Telefonica Group. We follow an open research model in collaboration with universities and other research institutions and favor the dissemination of our work both through top-tier peer-reviewed scientific publications and technology transfer.

We are actively carrying out very relevant research in the context of the FuturICT proposal, including projects to: (1) better understand social and communication networks (community identification, churn prediction, discovery and characterization of rhythms of communication, information propagation); (2) characterize human behavior at the individual and aggregated levels; (3) understand the information needs of mobile users; (4) develop novel context-aware systems; and (5) create holistic user models that enable precise recommendations and personalization.

The research agenda of the FuturICT flagship proposal is therefore well aligned with our research activity. For this reason, I would be extremely interested in being an active participant of this exciting initiative.

Sincerely,

A handwritten signature in blue ink, appearing to be "Nuria Oliver".

Nuria Oliver, PhD